



UNIVERSITÄT
HOHENHEIM

Seminar program

SEMINARS "ENTREPRENEURSHIP, INNOVATION & SUSTAINABILITY (EIS)" WINTER 25/26

Prof. Dr. Andreas Kuckertz, andreas.kuckertz@uni-hohenheim.de

PRACTICE-INSPIRED ENTREPRENEURSHIP AND INNOVATION RESEARCH

Prof. Dr. Andreas Kuckertz, Dr. Leif Brändle, Entrepreneurship RG

Entrepreneurship and innovation are vibrant research fields providing insights into the most recent phenomena, such as social entrepreneurship and digital transformation. Entrepreneurs face multiple challenges in their quest to innovate and grow their ventures. However, while research might provide practical answers to such challenges, entrepreneurs rarely draw on academic research in their day-to-day business. In order to better connect entrepreneurship and innovation research with practitioners, we take care of those questions that really matter to entrepreneurs. One approach to achieve this goal are so-called structured literature reviews (SLRs) (Tranfield et al., 2003). Participants in this class will conduct SLRs based on real challenges of entrepreneurs. Since SLRs are a promising starting point for a thesis, the seminar provides additional benefits for those students who want to collect tools for their upcoming master's thesis.

- Questions will be based on inputs from actual entrepreneurs during the kick-off meeting
- We will conduct the seminar in English
- The seminar can be credited as “Master Seminar in Innovation Management and Economics” and as “Schwerpunktseminar Entrepreneurship”
- Contact: Dr. Leif Brändle (leif.braendle@uni-hohenheim.de)

QUANTITATIVE ANALYSIS OF RELATIONSHIPS IN INNOVATION MANAGEMENT

Prof. Dr. Bernd Ebersberger, Indra da Silva Wagner, Innovation Management RG

In this seminar, you will receive a dataset containing firm-level secondary data to analyze a research question within the field of innovation management. Students will work in groups of 3–4. Learning goals include a) working with secondary data, b) reviewing scientific literature, c) developing research questions and hypotheses, d) learning quantitative research techniques, and e) interpreting and discussing quantitative research findings.

- The seminar starts with a kick-off event in October 2025 and concludes with final presentations and a written seminar paper.
- Most sessions will take place on campus, supplemented by occasional online coaching sessions. Attendance at all sessions is mandatory.
- Detailed information about the seminar structure and grading criteria will be provided during the kick-off session.
- The assessment is based on interim and final presentations as well as the seminar paper.
- Language: English
- The seminar can be credited as “Master Seminar in Innovation Management and Economics” and as “Schwerpunktseminar Entrepreneurship”
- Contact: Indra da Silva Wagner: indra.dasilvawagner@uni-hohenheim.de



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THANK YOU!

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